

From: Jared Margolis <JaredMargolis@lfasia.com>
Sent: Tuesday, March 11, 2014 10:55 AM
To: Neil Cole <ncole@iconixbrand.com>
Cc: Daniel Castle <dcastle@iconixbrand.com>; Jason Rabin (LF Asia) <JasonRabin@lfasia.com>; Ethan Cole <ethancole@lfusa.com>
Subject: Iconix Korea JV
Attach: Korea JV Royalty Projection 2.26.14[2].pdf

Hi Neil,

We need to have the following information in Hong Kong's hands by their morning so we can get this deal done ASAP.

1. Financial forecast – pls provide in excel file (as it was previously presented a pdf file)
2. Please list GMR's by Licensee for 2012, 2013, 2014, 2015
3. In terms of new brands for the territory – pls confirm :
 - a. If new brands do not have royalty revenue in territory – will be contributed to JV without cost .
 - b. If new brands do have royalty revenue in territory – consideration at same multiple as deal value – based on most recent annual amounts .
4. Please confirm the attached covers all categories for all Brands listed , or if there are any category limitations – please advise details.
5. Fee Structure for JV – assuming this will be similar to SEA .

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